



SERVICES RENDERED



STRATEGY

Personas, Scenarios & Tasks
Website Strategy



RESEARCH

Stakeholder Research
User Research



DESIGN

Information Design
Interaction Design



TESTING

Usability Testing

REVAMPING A MEMBER WEBSITE FOR IMPROVED USABILITY AND SEAMLESS INTERACTION.

Akendi helped CIRA enhance the usability of its website through research, design and testing.

CLIENT CIRA LOCATION Ottawa, ON WEBSITE www.cira.ca INDUSTRY Consumer Products

CHALLENGE

As the organization that manages the .CA domain space, CIRA's business is intrinsically linked to the web. But, feedback from a varied user base — including CIRA members, the general public, those purchasing .CA domain names and the companies who provide registration service — made it clear that people were having difficulty navigating its websites.

APPROACH

Akendi worked collaboratively with CIRA's stakeholders to address key issues: helping a varied user base quickly find needed information; providing a clear workflow for domain name registration; and accurately presenting the authority of CIRA's brand on the web. Akendi began with stakeholder workshops and profiled each of the website's user types and their tasks. Akendi then developed wireframes and tested these with users before finalizing the new website information architecture and interaction design.

IMPACT

The stakeholder workshops emphasized the importance of usability in the CIRA organization and got key stakeholders on board with the goal. Thanks to the process of profiling users and their tasks, and testing the new interaction design with real users, CIRA is confident that it will deliver on the goals of brand experience and ease of use.

“AKENDI HELPED US CONNECT THE PSYCHOLOGY OF USING A WEBSITE TO THE ACTUAL EVERYDAY USE OF WEBSITES. THIS HAS RESULTED IN A SITE THAT WILL BE HIGHLY EFFECTIVE AND IMPACTFUL.”

Jennifer Austin SENIOR MANAGER OF COMMUNICATIONS & MARKETING, CIRA